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The average tobacco grower cannot spend enough time on the tobacco warehouse floor to keep posted on the approximate value of different grades of tobacco. This knowledge is essential, however, to the equitable sale of his tobacco. To furnish this knowledge and, as a result, help growers to market their tobacco on the basis of fair competition, a Tobacco Market News Service--as one of the units of the Federal-State Market News Service of USDA's Agricultural Marketing Service--operates as a companion activity to the AMS Tobacco Inspection Service.

These pictures, taken for the Agricultural Marketing Service, show how tobacco market news reporters--working closely with inspection personnel--obtain needed trading information in the Georgia-Florida Flue-cured Tobacco belt, so that buyers and sellers alike may know the conditions of the market.

Magazines and newspapers may obtain glossy prints of these photographs in any size up to 8x10 from the Photography Division, Office of Information, U. S. Department of Agriculture, Washington 25, D.C. Others may purchase prints in any size from the same address. Prints in 8x10 size are \$1.15 each.



BN-18015. Tobacco grower waits beside his truckload of tobacco for his turn to drive into warehouse, where his tobacco will be unloaded and placed on the warehouse floor for sale.



BN-18017. Warehouse employee sets hand-truck loaded with a basket of grower's tobacco onto scales, as weigher at right records weight of tobacco on a basket ticket.

BN-18029. Tobacco inspectors, at right, grade a pile of tobacco and enter the grade on the basket ticket. The grade, along with the price per hundred pounds the pile brings at auction, will be recorded by a market reporter in compiling daily tobacco price reports.



MARKET NEWS, INSPECTION

Arrows for Tobacco Sales

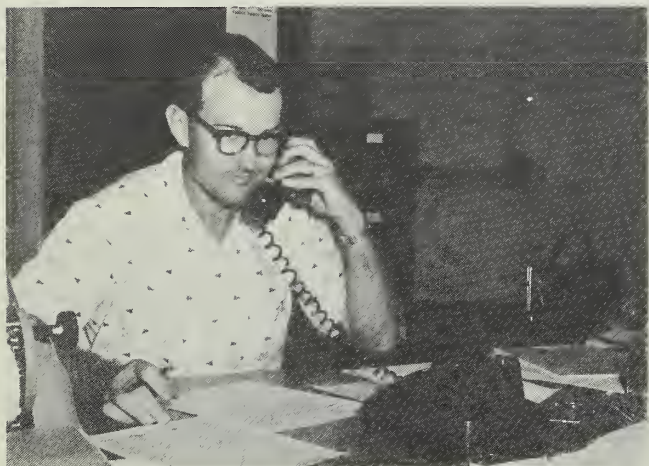


BN-18019 Market news reporter interviews tobacco company buyer for tobacco prices paid by the buyer for a particular type and grade of tobacco offered at auction warehouse.



BN-18018. Market news reporter (center) discusses the price of a pile of tobacco with warehouse owner (left) and warehouse manager (right).

BN-18021. Market reporter (left) and market sales supervisor (right) discuss tobacco sales made at the auction market. Market news men must know how to get accurate information quickly -- who to see and where to go to get the "feel" of the market.



BN-18022. Market reporter in AMS Tobacco Market News office tells the news of the day's tobacco auction sales in Georgia-Florida belt in telephone call to one of the major wire services.

BN-18020. Market news personnel receive and transcribe tobacco market information telephone in by market news "recorders" stationed at key markets in the tobacco belt. In this way, market information is fed to this central point from several points across the belt.





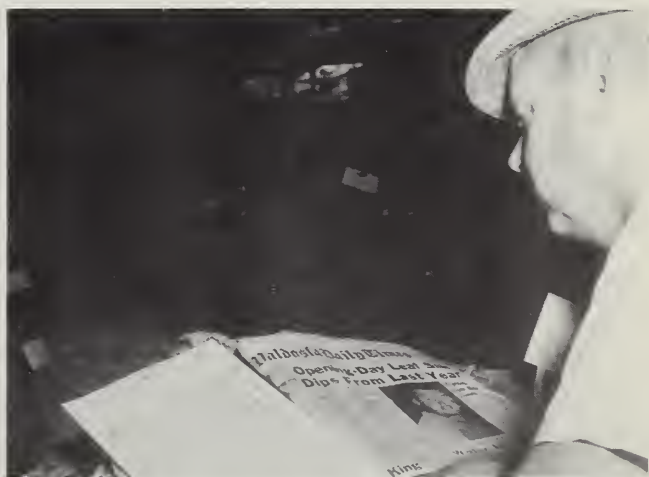
BN-18023. Market reporter talks by telephone to wire service editor in a major city of the tobacco belt, giving him the preceding day's gross sales and average prices by individual markets throughout the belt.

BN-18025. Market reporter in AMS Tobacco Market News office dictates to clerk-stenographer a daily press report on tobacco sales for the markets in the Georgia-Florida belt.



BN-18031. AMS tobacco market news reporter (left) explains daily tobacco price report to tobacco grower, whose tobacco was being offered for sale at auction warehouse.

BN-18032. Tobacco grower studies the AMS daily tobacco price report and a tobacco story in a local newspaper. This market information enables him to know after his tobacco is sold whether the prices, lot by lot, are in line with those already established on a grade basis by the buyers.



BN-18034. Tobacco grower listens to AMS tobacco market reporter explain how he can compare the grade of his tobacco with grade prices shown on the daily tobacco price report, which is made available to growers at all auction warehouses in the belt.



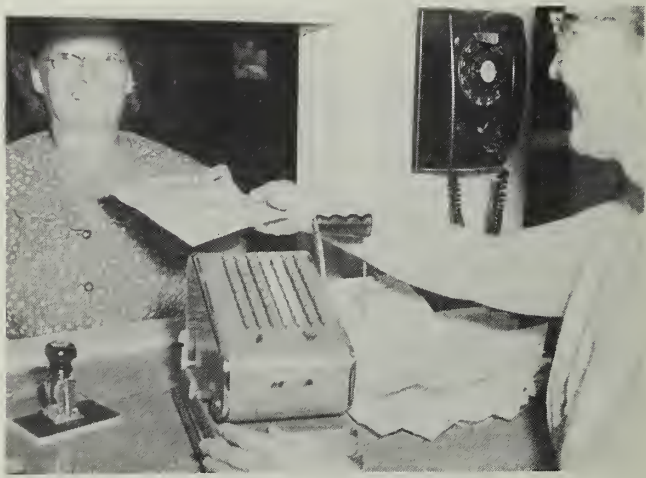
BN-18037. Tobacco growing family check the AMS daily tobacco price report after their tobacco has been sold at Georgia auction warehouse.



BN-18038. Grower of tobacco seems pleased with price shown on his pile of tobacco, which was sold at auction warehouse.



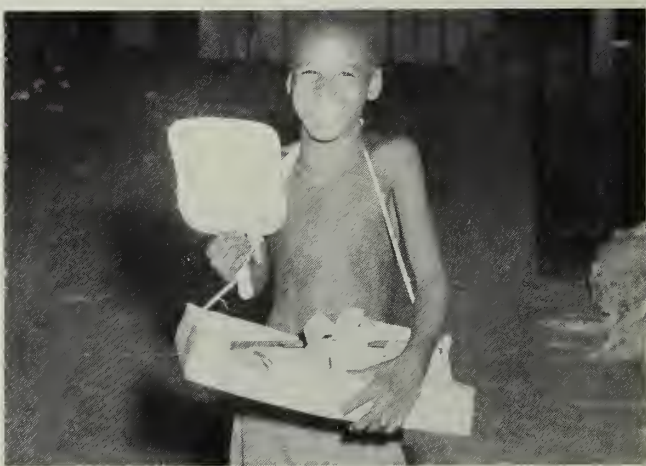
BN-18039. Tobacco grower receives check at cashier's window in a Georgia auction warehouse for tobacco he has sold.



BN-18040. Office manager of Georgia tobacco auction warehouse presents check to tobacco grower for tobacco that was sold for her.



BN-18044. Tarpaulin cover is placed over large trailer-truck loaded with tobacco, which has been purchased by a firm at auction sale in Georgia warehouse. The tobacco will be hauled to a redrying plant in North Carolina.



BN-18042. "Goobers" anyone? This young peanut salesman is a familiar figure at a Georgia tobacco warehouse during the tobacco marketing season. Anyone wanting peanuts simply calls "Dumplings!"--which brings the young "goober" vendor running.